



Company Confidentiality Policy

Direct Data Analysis

Data Protection Registration Number: Z3022378

This document is to be read by all persons employed, who also need to sign that they have read and fully understand the confidentiality policy of Direct Data Analysis.

September 2011

10th September 2011

Confidentiality Policy

Introduction

Direct Data Analysis Ltd is committed to providing a confidential service to all clients and employees.

What is Confidentiality?

We define confidentiality as "ensuring that information is accessible only to those authorized to have access and is protected throughout its lifecycle".

Confidentiality is an important principle in business because it functions to impose a boundary on the amount of personal information and data that can be disclosed without consent.

Knowing that confidentiality practices are in place allows the person giving sensitive and personal information, to feel secure and that they can trust that their privacy is being protected.

Direct Data Analysis Confidentiality Policy

At Direct Data Analysis we take confidentiality very seriously. We know that the information we collect can be sensitive and highly confidential.

We allow only those working with the company at hand to have access to the data provided, and passwords are needed to view confidential information. Data ownership is assigned to senior members of staff who are responsible for implementing and reviewing security of the data.

All employees sign a confidentiality agreement upon hiring which states that they understand the importance and need for Confidentiality to be adhered to. They agree that if they leave Direct Data Analysis they will not disclose anything they learnt in their time with us. This agreement is legally binding and diligently enforced by Direct Data Analysis.

Personally Identifiable Information

In the event that a person gives us personally identifiable information about themselves, such as their name, address etc, we require specific consent before we can release that information.

No conversation about a client or project(s) should take place with anyone who does not work for or on behalf of Direct Data Analysis.

Information will only be passed to another agency with the consent of the client or employee. In certain circumstances Direct Data Analysis reserves the right to break confidentiality should this be deemed necessary. These circumstances include:

- Where we receive information which indicates that a crime has taken place.
- Where we receive information which indicates a possible terrorist threat.

Security and Disposal of Personally Identifiable Data

All electronic data is held securely whilst in our custody or control. We will only hold personally identifiable data for as long as necessary and will delete the data after a period agreed with the client.

Further information is provided in our Data Protection Policy.

Data Protection

Direct Data Analysis Ltd are registered with the Information Commissioner's Office. Our Data Protection registration number is: Z3022378.